Permit #F00022953

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00022953 **Type of Permit:** FILMING **Release Date:** 12/11/2009

Production Company TOOL OF NORTH AMERICA

Insured Company Name TOOL OF NORTH AMERICA

Contact Phone No. 1 310-453-9244
Contact Phone No. 2
Fax 310-453-4185
Address 2210 BROADWAY
SANTA MONICA, California 90404

Production Title FIBER ONE/HONEY NUT CHEERIOS

Type of Production Commercial - Standard

Producer Lauren Bayer

Director Sean Ehringer

1st AD Kevin Brady

Production Manager Chad Forsch

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Mike Wilson
Primary Phone Mobile - 818-599-3889
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - N/A
Secondary Phone

Fees

Posting 1200	$104.00
Notification Charge	$230.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$104.00
LA COUNTY ROAD APPLICATION FEE	$51.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,199.00

Number of Locations 1

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Summary Information — Location

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Production Company TOOL OF NORTH AMERICA
Insured Company TOOL OF NORTH AMERICA
Production Title FIBER ONE/HONEY NUT CHEERIOS

Location Manager Mike Wilson
Primary Phone Mobile - 818-599-3889
Secondary Phone

Location Address 5300 Lankershim Blvd, Los Angeles, CA, 91601

Location Names

Location Type Market

Location Description

Film Dates 12/14/2009 - 12/14/2009 06:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document toolofnorthamerica.pdf.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	50
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	65

Filming Activities Interior and exterior dialogue; Ligths and equipment in store and parking lot.; Using loading zone for equipment parking.;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : To Be Determined
Street :

Posting "No Parking" signs N/S WEDDINGTON AVE/. LANKERSHIM BL. - BLAKESLEE AVE

Approximate Footage 901 - 1200 **Log Number** 1008365

Date(s) 12/14/2009 to 12/14/2009 **Time(s)** 06:00 to 22:00

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Appointment of Beautiful Day Permits
As Authorized Agent and Representative

I certify that I am a representative of Tool of North America ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 12/12/08

Tool of North America
Name of Principal

By: [signature]
Representative's Signature

Emi Onishi
Print Representative's Name

Prod. Supervisor
Representative's Title

2210 Broadway
S. Monica CA 90405
Principal's Address

310 453 9249 office
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT A PERMIT